

### **Abstract of the Disclosure**

A plastic container includes a finish, a shoulder extending from the finish, a closed base, and a sidewall connecting the shoulder to the base. The sidewall is of blow molded construction and generally uniform wall thickness. The sidewall has an array of circumferentially spaced longitudinally extending radially recessed channels, and an array of axially spaced

5 circumferentially extending radially recessed channels intersecting the longitudinally extending channels. The longitudinally extending channels have radially inner portions that lie on an hourglass-shaped common surface of revolution around the axis of the container sidewall. In the preferred embodiments of the invention, a plurality of axially and circumferentially spaced land areas are disposed in spaces between the intersecting longitudinally and circumferentially extending

10 channels, with the land areas lying on a common surface of revolution, preferably a cylindrical surface of revolution, around the axis of the container sidewall.